



Office of the Mayor

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Mesa finalist for City Livability Award

Mayor Scott Smith announced today that the City of Mesa is a finalist for the United States Conference of Mayors (USCM) 2010 City Livability Award. The award, given to a handful of cities nationwide, selects cities for mayoral leadership in quality of life issues within their community. Mesa was singled out for its efforts in water conservation.

The City is being considered for the Water - Use It Wisely campaign, launched by Mesa in 1999 to promote an ongoing water conservation ethic among Arizona's rapidly growing population. Following Arizona's lead, nearly 400 towns, cities, states, utilities, and private and public organizations have adopted the Water - Use It Wisely campaign, making it one of the largest conservation educational outreach programs in the world.

"I am honored that Mesa is a finalist for the 2010 City Livability Award," Mayor Scott Smith said. "Our Water-Use it Wisely campaign has resonated across the country and conserves one of our most precious natural resource. The campaign changed the way people think about water conservation by making it a way of life."

Mesa is in competition with fourteen other cities with a population of 100,000 residents or more in the large city category. The final application deadline is April 26 and on May 21, the judges will select 10 award recipients including one for the First Place Winning City, four for Outstanding Achievement Awards and five Honorable Mentions. The first place winning and outstanding cities will be recognized at the Annual USCM meeting June 11-15 in Oklahoma City.

The USCM Livability Program, sponsored by Waste Management, Inc., honors mayors and their city governments for developing programs that enhance the quality of life in urban areas. Established in 1979, the City Livability Awards are given annually to ten mayors and their cities.

For more information on the City Livability Awards, visit <http://www.usmayors.org>. For information on Water-Use it Wisely, visit <http://www.wateruseitwisely.com>.